

TRANSMITTAL LETTER			Case No: 9623/381
Serial No. 09/993,926	Filing Date November 13, 2001	Examiner To Be Assigned	Group Art Unit 2162
Inventor(s) Dominic Cheung et al.			
Title of Invention POSITION BIDDING IN A PAY FOR PLACEMENT SEARCH SYSTEM			

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TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in duplicate); Information Disclosure Statement; PTO 1449 Form
including references A1 - A128 and post card evidencing receipt.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a _____ month extension of time.
- ☐ No additional fee is required.
- ☐ The fee has been calculated as shown below:

					Small Entity		Other Than Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	Rate	Add'l Fee
Total		Minus			x \$9=		x \$18=	
Indep.		Minus			x 39=		x \$78=	
First Presentation of Multiple Dep. Claim					+\$130 =		+ \$260=	
					Total add'l fee	\$	total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$_____ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

John G. Rauch
 Registration No. 37, 218
 Attorney for Applicants

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BRINKS HOFER GILSON & LIONE
 P.O. BOX 10395
 CHICAGO, ILLINOIS 60610 - (312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on July 17, 2002.

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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, Washington, D.C. 20231, on



July 17, 2002

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or
Registered Representative

John G. Rauch

Signature

7/17/2002

Date of Signature

Our Case No.: 9623/381

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Dominic Cheung et al.

Serial No.: 09/993,926

Filing Date: November 13, 2001

For: POSITION BIDDING IN A PAY FOR
PLACEMENT SEARCH SYSTEM

Examiner: TBA

Group Art Unit: 2162

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

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DOCUMENT NUMBER	DATE	NAME
5,659,732	08/19/97	Kirsch
5,717,923	02/10/98	Dedrick
5,724,424	03/03/98	Gifford
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WO 2000/41090	07/2000	WIPO



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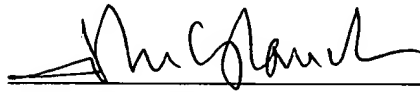
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In accordance with 37 C.F.R. § 1.97(g),(h), this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.

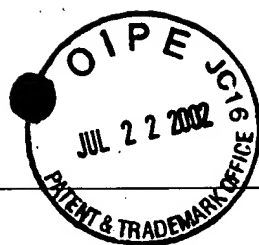
Applicants respectfully request that the listed documents be made of record in
the present case.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John G. Rauch", is written over a horizontal line.

John G. Rauch
Registration No. 37,218
Attorney for Applicants

July 17, 2002
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FORM PTO-1449	SERIAL NO. 09/993,926	CASE NO. 9623/381
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE November 13, 2001	GROUP ART UNIT 2162
(use several sheets if necessary)		APPLICANT(S): Dominic Cheung et al.

REFERENCE DESIGNATION

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1	5,659,732	08/19/97	Kirsch	395/605	05/17/95
	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94
	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95
	A4	5,724,521	03/03/98	Dedrick	395/226	11/03/94
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FOREIGN PATENT DOCUMENTS

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	A23	WO 99/20486	09/1999	WIPO		
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	A25	WO 2000/16218	03/2000	WIPO		
	A26	WO 2000/41090	07/2000	WIPO		

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EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A27	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
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	A34	Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, page 41.
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	A36	"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
	A37	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
	A38	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
	A39	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
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	A41	Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
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	A46	Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
	A47	Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp .
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EXAMINER	DATE CONSIDERED
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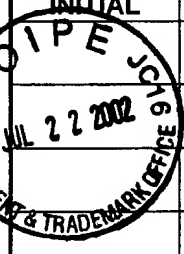
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